

June 2011 Commission Meeting

Renew Project Update







Our Business Objectives

- Focus on turning around draw game sales
- Ensure we are getting the most out of Scratchers
- Get the most out of our retailer network
- Get the most for our Marketing dollar
- Allocate our resources to maximize profits
- Foster a performance management culture
- Focus on building productive stakeholder relationships







Project Status

The Key Projects:

- Retailer & Sales Support (aka "Retail")
- Scratchers End to End
- Draw & Jackpot Games
- Marketing (Advertising, Promotions & Player Communications)
- Digital Communications and Public Website
- Business Optimization Market Response Analytics (ROI)







Retailer and Sales Support

Key Successes (FY 2010/11) & Next Steps (FY 2011/12)

- Retailer Sales Building Program
- Ex\$ell
- Scratchers Inventory & Distribution
- Retail Network Optimization & Communications







Scratchers E2E

- Key Successes FY 2010/11
- Next Steps FY 2011/12







Draw & Jackpot Games

Key Successes (FY 2010/11) & Next Steps (FY 2011/12)

- SuperLOTTO Plus
- Hot Spot







Marketing Communications

- Key Successes FY 2010/11
- Next Steps FY 2011/12







Digital Communications and PWS

Key Successes – FY 2010/11 Next Steps – FY 2011/12







Business Optimization

Key Successes - FY 2010/11 Next Steps - FY 2011/12

